

James H. Barker
(202) 637-2231
james.barker@lw.com

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555 Eleventh Street, N.W., Suite 1000
Washington, D.C. 20004-1304
Tel (202) 637-2200 Fax (202) 637-2201
www.lw.com

LATHAM & WATKINS LLP

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MAR 29 2004

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

March 29, 2004

Marlene H. Dortch, Secretary
Federal Communications Commission
The Portals Building
445 12th Street, SW
TW-A325
Washington, DC 20554

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Re. MB 03-82; IB Docket No. 98-21

Dear Ms. Dortch.

Attached for inclusion in the record in this proceeding is a press release released on Thursday last week that announces the expansion of DIRECTV's core programming packages and premium services offered to DIRECTV customers in Hawaii.

Please do not hesitate to contact me should you have any questions.

Very truly yours,


James H. Barker
of LATHAM & WATKINS LLP

Attachment

No of C. in record 011
List Name

NEWS RELEASE



Contact: Jade Valine
DIRECTV, Inc.
(310) 964-3429

DIRECTV Expands Programming Lineup in Hawaii

Hawaii Residential and Commercial Consumers Now Have Access to More DIRECTV Programming Packages and Premium Services

EL SEGUNDO, CA, March 25, 2004 – DIRECTV, Inc., provider of the nation's leading digital multichannel television service, announced today that for the first time it will be offering four expanded core programming packages and premium services to DIRECTV customers in Hawaii.

Beginning April 1, DIRECTV customers in Hawaii can choose from the DIRECTV TOTAL CHOICE® or TOTAL CHOICE® PLUS programming packages, DIRECTV PARA TODOS™ programming packages, OPCIÓN ULTRA ESPECIAL™ or OPCIÓN EXTRA ESPECIAL®, as well as a suite of a la carte premium movie services and sports subscription packages. DIRECTV will also offer commercial programming packages to lodging properties and institutions throughout Hawaii.

"We are excited to provide our customers in Hawaii with the majority of the same programming enjoyed by our customers on the U.S. mainland, including ESPN, CNN, USA and many other highly rated networks," said Stephanie Campbell, senior vice president, Programming, DIRECTV, Inc. "By expanding our programming lineup we are offering consumers a greater value and a more complete alternative to other multichannel video providers in Hawaii."

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DIRECTV Expands Programming Lineup in Hawaii

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These core DIRECTV packages will replace the current Hawaii Choice packages that did not offer all of the channels in the core packages due to limits in signal coverage.

In addition to the core DIRECTV packages, Hawaii customers can now order up to 19 premium movie channels from HBO[®], SHOWTIME[®] and Cinemax[®] on an a la carte basis, as well as sports subscription packages such as the DIRECTV SPORTS Pack, which delivers more than 25 specialty and regional sports networks, NBA LEAGUE PASS, MLB EXTRA INNINGSSM, NHL[®] CENTER ICE[®], ESPN FULL COURT, MLS DIRECT KICK, ESPN GamePlan and ESPN College Grand Slam. DIRECTV will continue to offer NFL SUNDAY TICKET[™] to Hawaii customers. For more information on the packages listed above please visit DIRECTV.com.

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